

Mail the coupon below for a large size, full-color reproduction of this new pastel. It makes a very lovely picture.

A skin you love to touch

Why it is so rare

Painted
by F. Graham
Cootes

A skin you love to touch is rarely found because so few people really understand the skin and its needs.

They neglect it, then use some powerful remedy; or they take excessive care of it for a time, then neglect it.

In fact, a famous professor of dermatology has repeatedly declared that few persons ever really cleanse their faces.

And that a skin which is not kept scrupulously clean, with its pores fresh and clear, is a constant invitation to various skin disorders.

This spasmodic care and neglect will never produce "a skin you love to touch."

Make this treatment a daily habit

Begin now to take *your* skin seriously.

You *can* make it what you would love to have it because, like the rest of your body, your skin is continually changing.

As the old skin dies and the new forms, you have an opportunity to make the new skin what you want it to be.

Just before retiring, rub in gently a warm water lather of Woodbury's Facial Soap—until the skin is softened, the pores opened and the face feels fresh and clean. Rinse in cooler water, then apply cold water—the colder the better—for a full minute. Whenever possible, rub your face for a few minutes with a piece of ice. Always dry the skin thoroughly.

Use this treatment persistently for ten days or two weeks and your skin will show a marked improvement. Use Woodbury's regularly thereafter, and before long your skin will take on that finer texture, that greater freshness and clearness of "a skin you love to touch."

Woodbury's Facial Soap is the work of a skin specialist. It is the result of thirty years' study of the skin and its needs. You will never know what a difference a soap can make in your skin until you try Woodbury's.

Woodbury's costs 25c a cake. No one hesitates at the price after their first cake. As a matter of fact it is not expensive, for it wears from two to three times as long as the ordinary soap. Tear off the illustration of the cake shown below and put it in your purse as a reminder to get Woodbury's today. Begin at once to get its benefits.

Woodbury's Facial Soap

Its proper care should be understood by every man and woman

The
Andrew
Jergens Co.
Dept. 10-C
Cincinnati, O.

I enclose 10c for a full color enlargement of F. Graham Cootes' new drawing, "A Skin You Love to Touch," and a cake of Woodbury's Facial Soap, large enough for one week's treatment.

Name

City State

In Canada, address The Andrew Jergens Co., Ltd., Perth, Ontario.

Write for a copy of this beautiful picture

A limited number of enlargements of the beautiful new picture by F. Graham Cootes, shown above, have been printed. They are lithographed in six colors, in soft, opalescent tones, which make them very lovely. The size is about four times as large as the picture shown here. No advertising matter appears on it.

We will send you this large reproduction in full colors, and a cake of Woodbury's Facial Soap, large enough for a week's treatment, for 10c. Send for them now, as the number of pictures is limited. Mail the coupon on the left today. Address

The Andrew Jergens Co.
Dept. 10-C, Cincinnati, O.
In Canada, Address The Andrew Jergens
Co., Ltd., Dept. 10-C, Perth, Ontario



For sale by
dealers throughout the
United States and Canada